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62.67 Jan 15, 1944  
**LAKEVIEW**

U. S. DEPARTMENT OF AGRICULTURE

OFFICIAL BUSINESS

**AQUATIC  
FARMS**

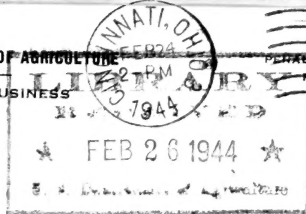


5579 COLERAIN AVENUE (OHIO U. S. ROUTE 27)

CINCINNATI 23, OHIO

**GOLDFISH • WATER LILIES  
AQUATIC PLANTS  
GOLDEN DELICIOUS APPLES**

Third Class Mail — Postmaster — This parcel may be opened for postal inspection if necessary. If not delivered return to sender. Return postage guaranteed.



**LIBRARY**

U. S. Department of Agriculture

Washington 25, D. C.





# Gorgeous Tropical Water Lilies

## THE WATER LILIES OF TOMORROW ARE READY TODAY!

Lakeview is pleased to be the first commercial grower in the United States to be able to offer all these new, improved water lilies created by America's Greatest Water Lily Breeder, Mr. George H. Pring, and announced in 1941. Feature articles concerning these superlative plants have appeared in *The Saturday Evening Post*, *The Flower Grower*, *Horticulture* and other magazines. They have been called "The Water Lilies of Tomorrow" because they are far superior in habits of growth, more resistant to temperature changes, and they produce more and finer quality flowers than the older Tropical Day Blooming Water Lilies which they will supersede. Here you can have them TODAY because we have been carefully nursing and propagating our rare growing stock for three years. Plants are furnished with small buds and ready in May. One plant of a variety to a customer.

### NEW DAY-BLOOMING VARIETIES

**ISABELLE PRING**—A new, white Day Blooming Lily with many more petals than Mrs. Geo. Pring and equally large size flowers. A sturdy viviparous plant able to stand a wide temperature range and to thrive even when conditions are not ideal. **\$3.00 each.**

**BAGDAD**—A truly spectacular plant with very colorful large mottled green and plum colored leaves and giant lavender blue flowers. BAGDAD is a strong viviparous plant which will thrive under conditions not suitable to the more "warm blooded" tropicals. Its leaves and flowers will form a magic carpet in your pool. BAGDAD is outstanding anywhere! **\$3.00 each.**

**DIRECTOR G. H. MOORE**—An extremely floriferous lily, producing very many medium sized leaves and lovely royal purple flowers. This plant survives to have many flowers continuously in bloom! It was featured in a full colored photograph in *Saturday Evening Post* during the 1941 season and is destined to be one of America's Favorite Water Lilies. **\$3.00 each.**

**SUNBEAM**—This is the first pure yellow, viviparous, day blooming, tropical water lily. It has excellent size and shape and is darker yellow than any previous yellow tropicals. It is a distinct advance in the yellow water lilies and a magnificent plant. Careful propagation of stock during past few years enables us to offer a limited number at the low price of **\$3.00 each.**

**TALISMAN**—A strong, viviparous, tropical day blooming water lily named after the Talisman Rose because it possesses the same brilliant combination of yellow suffused and overlaid with pink. The flower is large, clear, light yellow ground color strongly suffused and overlaid with pink giving an apricot effect. Limited stock, but a remarkable flower at **\$5.00 each.**

**MIDNIGHT**—The first double flowered water lily ever produced. An absolutely "new break" with all the stamens replaced by petals making a dark blue rosette in the center of the flower. The flowers are small, dark violet and open very early in the day. A hybrid of N. Colorado, it has numerous leaves and is very floriferous. **\$4.50 each.**

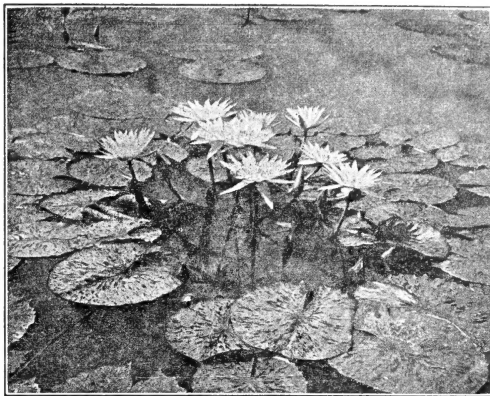
**JUDGE HITCHCOCK**—A large cup shaped, violet-blue day bloomer with a richness of color accentuated by the great profusion of gold stamens tipped with blue, and with three distinct shades of blue in the flower. A hybrid of N. Capensis. **\$3.50 each.**

### NEW NIGHT-BLOOMING VARIETIES

**MISSOURI**—This is acknowledged the finest white night blooming water lily. It was recently developed by the Missouri Botanical Gardens. The flowers when fully developed measure 10 to 14 inches across. Leaves are dark green suffused with copperish brown. The margins are distinctly fluted. Flowers open 4 to 5 nights during August, from 7:00 P. M. to 11:00 A. M. It is outstanding in any pool. **\$3.00 each.**

**H. C. HAARSTICK**—A beautiful new brilliant red night bloomer with very distinctive dark copper red leaves. A strong grower, a sturdy plant and one of the very best. **\$2.50 each.**

**PLEASE NOTE:**—Tropical Water Lilies are grown in Greenhouses in heated tanks which duplicate Summer conditions. The lilies are not placed in pools in the Cincinnati area until the last week in May when weather is warm and settled. We can ship to Florida and the Far South in April, other Southern States may receive their plants early in May; Northern States about June 1 to 15. We will guarantee the growth of our Tropical lilies when shipped at proper planting season only. We will however ship to Greenhouses or for inside use earlier upon request but can guarantee only that they will arrive in good condition — the growing depends on your conditions.



*Tropical Water Lily—Bagdad*

EACH year this group of magnificent flowers becomes more popular. Garden lovers often strive hard with other plants to receive their reward of only a few flowers. Here what rich rewards await the Water Gardener! These plants are the Aristocrats of the Water Garden; their numerous flowers the most gorgeous of all aquatics.

### The following are among the best of the Older Day-Blooming Varieties:

**MRS. GEO. H. PRING**—One of the most popular White Tropical day bloomers. Flowers 8 to 10 inches across under favorable conditions, but can be used in small pools, too. **\$2.25 each.**

**GENERAL PERSHING**—This lily, named after our famous war general, is considered the finest of all pink Tropical Lilies. The flowers have splendid size and are a pale rose purple in color. They are delightfully fragrant and open early in the morning. Buds are dark green striped with purple. Leaves dark green blotched with pink beneath. **\$2.25 each.**

**BLUE BEAUTY (Or Pennsylvania)**—This is one of the largest selling Blue Tropical Water Lilies. Produces many deep blue flowers with yellow stamens and centers. Open during the day. Size up to 10 inches diameter when amply nourished. **\$2.25 each.**

**AUGUST KOCH**—This is one of the older viviparous day blooming lilies. Flowers are lavender-blue with gold stamens, about 6" to 8" in size. The plant is very satisfactory for Northern conditions. One of the best of the older lilies. **\$2.25 each.**

**MRS. EDWARDS WHITAKER (Var. gigantea)**—This is the largest flowering day blooming water lily, and where well fertilized and given plenty of room for roots and leaves, will produce flowers over a foot across, and plenty of them. The flowers are a lavender blue which shades into a pale blue as the blossoms age. Leaves are light green, occasionally spotted with dark purple beneath. **\$2.25 each.**

### THE SACRED LOTUS

We have all heard of the Sacred Lotus of the ancient Egyptians. Today these plants are available exactly as they grew four thousand years ago. The plants are hardy and grow under the same conditions as the hardy water lilies, or as shallow water plants.

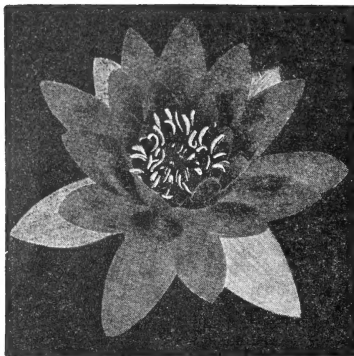
**EGYPTIAN LOTUS (Nelumbium Speciosum)**—The Lotus of the ancient Egyptians. It has immense fragrant pink flowers and is hardy. Tubers, \$2.50 each. Potted plants, \$3.50 each.

**AMERICAN LOTUS (Nelumbium Lutea)**—A superb variety native to some of our Southern and Southwestern States. Flowers are 8" to 10" diameter, light golden yellow color. Tubers, \$2.50 each. Potted plants, \$3.50 each.

**DOUBLE WHITE LOTUS (Nelumbium Shiroan)**—A strong growing variety. Flowers are cream colored at first and have many petals. Later change to white. Good for cut flowers. Tubers, \$3.00 each. Potted plants, \$4.00 each.

**DOUBLE FLOWERING ROSE LOTUS (Nelumbium Roseum Plenum)**—Beautiful double flowers of deep rosy red. Tubers, \$3.00 each. Potted plants, \$4.00 each.

**PLEASE NOTE.** Lotus is supplied as a tuber until June 1st only. Later in the Spring the plants have grown too much to be moved safely without their soil, and are then furnished as potted plants.



"ATTRACTION"  
Finest Red Hardy Water Lily

# Hardy Water Lilies

## Lakeview Water Lilies Are Sure To Please

ONE or more specimens of the Hardy Water Lilies (Genus *Nymphaea*) should be in every pool. Fish and plants belong together and each profits by the other's presence. Lily leaves shade the Goldfish on hot Summer days, and the fish in turn reciprocate by eating up the bugs as rain (or your hose) washes them from the surface of the leaves. Water Lilies will adjust themselves to small changes in water level. If their general requirements of rich soil, shallow water and sunny location are met, very little attention will be necessary thereafter.

*The varieties we list here are quite hardy and well adapted for pools or ponds. They begin to flower very early in the season. In our vicinity blooms begin to appear in April and continue steadily until October. All lilies properly tagged when shipped.*

### WHITE

**ODORATA**—A native American Water Lily. It is a vigorous, prolific grower and has especial merit in outdoor ponds. Being the most inexpensive of lilies, it is a good variety to experiment with or to plant where quantity is needed for effect. Flowers are pure white and quite attractive. **\$50c each.**

**MARLIAC WHITE (Albida)**—A very desirable white lily. The stamens are light yellow, sepals touched with pink, blooms continually through the season. Leaves are light green on top, dark red underneath while young. Beautifies any pool. **\$1.50 each.**

**GLADSTONE**—This is one of the finest pure white lilies. It bears an abundance of dazzling white flowers, 6" to 8" in size, having broad petals and yellow stamens. It is a very strong grower. **\$2.00 each.**

**GONNERE**—A new, free blooming variety characterized by large snow-white flowers with such a wealth of petals that the lily resembles a giant snowball. Stamens light yellow. Leaves light green. **\$2.50 each.**

### YELLOW

**MEXICANA**—A hardy lily with a unique method of reproduction by runners. It also forms bunches of small bulbs (shaped like tiny bananas) which enable it to resist freezing and drying up after a season's growth. We recommend it for its curious habits. It is a shy bloomer but will do well in large, shallow lakes or ponds. Flowers are light yellow. Leaves dark green with red blotched undersurface. **\$50c each.**

**YELLOW PYGMY**—Similar to white pygmy but a vivid gold in color. Free flowering and well suited for tub gardens or for pools. **\$1.00 each.**

**CHROMATELLA**—This is considered one of the finest hardy yellow water lilies that is grown. Canary yellow petals, deep yellow stamens and beautiful mottled green and brown leaves. A prolific bloomer until frost. **\$2.00 each.**

**SUNRISE**—An enormous and very fine yellow of recent introduction. As its name suggests, Sunrise is an early bird among the water lilies and opens its large Chrysanthemum shaped flowers early in the morning. Petals are long, narrow and crinkly, leaves very oval with wavy edges colored dark green above and red flecked with dark red brown below. This is an aristocrat of Hardies. **\$2.50 each.**

### APRICOT (Changeable Color)

**PAUL HARIOT**—A very choice lily suited to small spaces bearing an abundance of flowers. The first day they are a light yellow, then change to rose pink and then to a deep copper red. Flowers of different ages present a different appearance. This lily does well nearly anywhere. **\$2.00 each.**

**COMMANCHE**—The largest and finest of the changeable hue apricot colored varieties. Vigorous, free flowering and with the unusual habit among hardy lilies of holding its flowers above water. **\$2.50 each.**

### PINK

**ODORATA ROSEA**—A vigorous fragrant lily native to Cape Cod. Flowers are 5 to 6 inches across and a delicate pink color. **\$1.00 each.**

**W. B. SHAW**—A magnificent strong growing fragrant lily of a rich, clear, rose pink color which blooms continually. (Darker pink than Odorata Rosea.) **\$1.00 each.**

**PINK OPAL**—A new variety and a bright jewel of color. Pink Opal bears deep, rich pink, full, cup-shaped flowers held a little above water. It is good for cutting and well suited for large or small pools. **\$1.50 each.**

**HELEN FOWLER**—A freely flowering deep pink lily, bearing flowers on a stiff stem above water. It is the best hardy pink lily for cut flowers and is suited to a small pool or tub, as leaves are not large. **\$1.50 each.**

**MARLIAC ROSE**—Beautiful flesh pink variety of French origin. Very satisfactory and prolific bloomer. Fragrant, cup-shaped flowers. **\$2.00 each.**

**ROSE AREY**—A beautiful deep cerise pink, large flowers with pointed petals. One of the choicest pink Hardies grown. Flowers up to 8" across at times. **\$2.00 each.**

### RED

**JAMES BRYDON**—This is one of the best of the earlier American varieties and still unsurpassed. Flowers are large, cup-shaped, full petaled and of brilliant rosy crimson color. Leaves are very ornamental and the plant is vigorous and free flowering. **\$2.50 each.**

**CONQUEROR**—A very prolific bloomer, bright red color with inside of sepals white. Similar to Attraction, but lighter red. **\$2.50 each.**

**GLORIOSA**—Flowers are dark carmine red, beautifully formed and very fine for cutting, as they will open four or five days when floated in a bowl (as all water lily blossoms should be shown when cut). Flowers are delightfully fragrant and are produced continuously throughout the season. The leaf spread of Gloriosa is smaller than "Attraction," but its flowers nearly as large, so that it is better adapted to smaller spaces than "Attraction." **\$2.50 each.**

**ATTRACTION**—This is one of the Aristocrats among Water Lilies. For several years no lily has been more greatly admired at LAKEVIEW than a group of Attraction lilies which are continually in bloom with gorgeous dark red flowers 6" to 8" in diameter. The dark red of the petals is a stunning background for the striking yellow center and stamens of the flower. The blossoms of "Attraction" are among the finest hardy water lilies used as cut flowers. **\$3.00 each.**

**COLLECTIONS OF HARDY WATER LILIES**  
are listed on the back of this Bulletin.



# LAKEVIEW AQUATIC FARMS

GOLDFISH • WATER LILIES • AQUATIC PLANTS • EVERGREENS

5579 COLERAIN AVE. (OHIO U. S. ROUTE 27) MT. AIRY, CINCINNATI, OHIO

Telephone KIRBY 2036

LAKEVIEW PONDS ESTAB. 1892

January 15, 1944.

To Our Customers:

In this war year many gardens will again supply a vital need by raising food for the family table. But working among the growing vegetables requires resting to relax. Make a spot near the Goldfish Pool your favorite resting place. Truly the pool is not only "the most interesting spot in the garden", it will also be the most restful spot as well.

Last year we also helped to fill the food baskets. We raised for the market some lambs, sheared some bags full of wool, produced and shipped enough live bait to catch TONS of food fish, and we grew enough of the famous Golden Delicious apples to make more than 10,000 of the best apple pies you ever ate!

Perhaps it is with pardonable pride that we now call your attention to our new varieties of Tropical Day Blooming Water Lilies, the Finest Water Lilies in America, the so-called "Water Lilies of Tomorrow." While this type of plant lives up North only one season, they produce such an abundance of spectacular flowers from June to the end of September that you are amply repaid when frost kills the plant. If you will try one of our new Tropical Day Blooming Water Lilies, use at least 1/2 bushel of good soil for one plant (preferably a bushel), and plant it in a sunny spot with about 6 to 10" of water over the crown, we are sure you will be more than pleased. But at the end of the season if you do not think you received your money's worth write us the details and we will refund the full purchase price.

Even goldfish are becoming scarce, so order early and take care of your fish with ARGUCIDE. One package at 85¢ or \$1.20 may save many times its cost in fish. We still have shipping cans—but they must be returned. When possible bring your own container when you drive to the farm.

Sincerely Yours for Victory!

LAKEVIEW AQUATIC FARMS

P.S.—Golden Delicious Apples are ready in October. Packed in 1/2 bushels or bushels. Order now or any time during the Summer. We will put you on our list and notify you the amount to remit before we ship.

A stylized, cursive signature of R. D. Dole. The letters are large and flowing, with a prominent 'R' and 'D'.

(OWNER)

## GOLDFISH COLLECTIONS

All fish for our Collections are carefully selected for quality. You will be well pleased with any of our collections. There is no charge for shipping cans used for special collection orders, but cans are to be returned as per regular terms on order blank. Goldfish are sent by Express Collect. Live Delivery Guaranteed. (\*Indicates fish large enough to spawn.)

### GOLDFISH POOL COLLECTION No. G1

(For a Small or Medium Pool)

- \*10 Selected Goldfish and Comets.....(4-5")
- 10 Fantails.....(2 1/4-3 1/4")
- 6 Chinese Moors.....(2 1/2-3 1/2")
- \* 4 Shubunkins.....(4-5 1/2")
- \* 6 Large Goldfish, asst. colors.....(5-6")

(Shipping Can to be returned)

36 Choice Goldfish, only \$6.50

### GOLDFISH POOL COLLECTION No. G2

(For a Large Pool)

- 50 Selected Goldfish and Comets.....(3-4")
- 14 Fantails, assorted colors.....(2 1/4-4")
- 10 Chinese Moors and Asst. Telescopes.....(2 1/2-4")
- 10 Shubunkins.....(3 1/2-4")
- \*10 Large Goldfish, assorted colors.....(3-6")
- \* 6 Young Giant Goldfish.....(7-8")

100 Choice Goldfish (Value \$18.84)

Collection No. G2, only \$15.25

(Large Shipping Can to be returned)

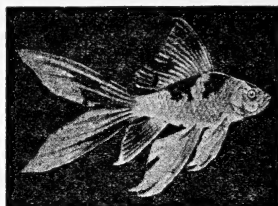
### GOLDFISH POOL COLLECTION No. G3

One-half the number of fish in each group of Collection No. G2, as shown above. A nice assortment for a medium sized pool.

50 Choice Goldfish (Value \$9.42)

Collection No. G3, only \$8.00

(Shipping Can to be returned)



## HARDY GOLDFISH

These fish are bred from selected strains of the most popular, Hardy Goldfish. They are the cheapest, toughest, and most prolific of all Goldfish varieties, and are unsurpassed for use in larger pools and ponds. Adults grow to be 12 to 14 inches long when kept in large ponds. They come in assorted colors, including black and gold, red and white, all white. Mixed colors given as they come.

2 to 3 inches.....	each,	5c—per doz.,	\$ .50
3 to 4 inches.....	each,	10c—per doz.,	1.00
*4 to 5 inches.....	each,	20c—per doz.,	2.00
*5 to 6 inches.....	each,	30c—per doz.,	3.00
*6 to 7 inches.....	each,	40c—per doz.,	4.00
*7 to 8 inches.....	each,	75c—per doz.,	7.50

## MIXED FANCY GOLDFISH

In this group you may have some Fantails and a mixture of several varieties of Fancy Goldfish such as the Black "Pop Eyed" Chinese Moor, Calico Fantails, Shubunkins, etc.

2 1/2 to 3 1/2 inches.....	each,	20c—per doz.,	\$2.00
*3 to 4 inches.....	each,	30c—per doz.,	3.00

Pass the Ammunition! use .. **ARGUCIDE\***

## ARGUCIDE—AN EASY REMEDY FOR CONTROLLING PARASITES ON GOLDFISH.

**ARGUCIDE IS A HIGHLY CONCENTRATED POWDERED INSECTICIDE TO KILL FISH LICE**

*Nothing to remove. Will not harm fish, plants or snails when used according to directions.*

**ARGUCIDE** is an antiseptic insecticide furnished in a dry powder form to be dissolved in water and then placed in the pool or aquarium. When used in the proportion recommended, it destroys many harmful types of fish parasites in the water, or on the goldfish, without injury to fish, snails or plants.

In offering **ARGUCIDE** to pool owners we do not claim to have a remedy which will cure all sick fish. However, since Fish Lice or other parasites are often the cause of severe Goldfish mortality in pools, **ARGUCIDE** will save many sick fish by killing these harmful parasites, breaking their life cycle, and restoring Goldfish to health. Use **ARGUCIDE** promptly if Fish Lice or Anchor Parasites are noticed in pools or if fish are listless or unnatural in their movements. (See instructions in package.)

**ARGUCIDE** was developed after very many tests in various types of pools and tanks and large aquariums during the past ten years, and we have received many testimonials from pool owners reporting the success of treatments in their pools.

**\*ARGUCIDE IS THE TRADE NAME OF A HIGHLY CONCENTRATED POWDERED INSECTICIDE FOR CONTROLLING EXTERNAL PARASITES ON GOLD FISH IN AQUARIUMS AND OUTDOOR POOLS.**

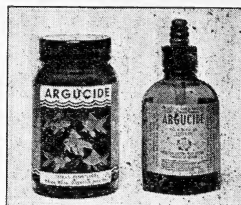
## WHAT USERS SAY:

Midway, Pa.

"On June 8, I received the jar of Argucide and put same in my pool as per directions. I could soon see a difference on the fish. I think that you really have the best lice remedy on the market. Today, June 10, the fish are all lively and seem to be cleared up fine."—T. J. R.

Ledyard, Iowa

"I think if I had used the lice treatment when I first noticed the lice (anchor parasites) three treatments would have been sufficient. One large fish had about 25 or 30 lice and is now as healthy and spry as any of the rest. I lost no lilies, sea weed or other plants."—Mrs. M. C. K.



**ARGUCIDE** is packed in 2-oz. and 4 1/2-oz. jars, sufficient to treat 1250 or 3000 gallons of water. It will keep indefinitely in tightly closed jar. One package is usually sufficient to restore healthy conditions to a small or medium sized pool. A dropper bottle (refillable) is furnished with each jar for treatment of fish in aquariums, tubs, small tanks, etc. See complete instructions.

### MAILING WEIGHT

1 Pkg. Containing a 2-oz. Jar and Dropper Bottle 1/2-lb.

1 Pkg. Containing a 4 1/2-oz. Jar and Dropper Bottle 1-lb.

Price per 2 oz. package, 85c

Price per 4 1/2 oz. package, \$1.20 (postage additional)

(Complete instruction folder included with each package.)



# LAKEVIEW AQUATIC FARMS

5579 COLERAIN AVB. (U. S. ROUTE 27)  
MT. AIRY, CINCINNATI 23, OHIO

State.....

STAMPS			
CASH			
M. O.			
CHECK		FORM 44	RM

PLEASE DO NOT WRITE IN ABOVE SPACE

### GOLDEN DELICIOUS APPLES

If you would like a bushel (or a half-bushel) of these fine eating and cooking apples, we will mail you an announcement with full details when new crop is ready. Shipments made in October, including local delivery.

☐ JUST CHECK HERE—NO OBLIGATION

AMOUNT ENCLOSED STATE WHETHER P. O. MONEY ORDER, EXPRESS MONEY ORDER OR CHECK \$

QUANTITY	DESCRIPTION	AMOUNT
	ALL WATER LILIES ARE GUARANTEED TO GROW	
	ADD HERE { Postage for Plants and Supplies to be sent Parcel Post. { 20% Postage to Points West of Rocky Mountains.	{ AMT. EXTRA ENCLOSED
	RESIDENTS OF OHIO ARE REQUESTED TO ADD 3% SALES TAX. FOODS ONLY ARE EXCEPTED.	TOTAL

2. PLEASE DO NOT SUBSTITUTE WITHOUT NOTIFYING ME  
(Mark X in one of the above places)

OVER

# Shipping Methods and Terms of Sale

THE use of our Order Blank will be of assistance to you, and to us. Please fill out all the information requested, so as to avoid delays and mis-shipment. If you write regarding your pool or aquarium, always use a separate sheet of paper.

**HOW WE SHIP**—We prefer to ship all perishable or fragile articles by Express Collect, but plants and small supplies can be sent by Parcel Post when specifically requested, and when additional funds are sent to cover the postage charges. Our minimum charge for Parcel Post shipment of all orders under \$1.50 is 15c (unless article or collection is quoted postpaid). For orders of \$1.50 and over add 10% of the amount of the order wanted by Parcel Post, except points west of Rocky Mts. add 20%.

**ORDER EARLY**—To be sure that you will get everything that you want, we request that you order early in Spring, as it is impossible to carry our complete line of fish and plants through the entire Spring Season. The articles ordered will be reserved for you and shipments made at the proper time for your locality. **TROPICAL LILIES** will not be shipped to any of the Northern States before June 1st, as weather conditions do not permit safe planting until then.

**GUARANTEE OF FISH, ETC.**—We guarantee live arrival of Goldfish, Tropical Fish and Scavengers, with these exceptions: We do not guarantee live delivery of extra large Goldfish, or Mated Pairs during the period from June 1st to end of September, and we do not guarantee live arrival of Tropical Fish during cold weather.

**GUARANTEE OF PLANTS**—We guarantee to ship you best quality plants true to name and to have them arrive in good condition. Furthermore, if you will give our water lilies proper planting attention on receipt, we **WILL GUARANTEE ALL HARDY AND TROPICAL WATER LILIES AND POTTED LOTUS TO GROW** when shipped at proper planting time.

We know that you will not expect this guarantee to include any replacement of a plant that died because of neglect, inexperience, or due to drying out, freezing, or other weather condition, or due to injuries by animals, etc. But if the plants above mentioned fail to grow, due to lack of "growing power" we will make one replacement at no cost to you except transportation costs. Any such failure must be reported within six weeks from time of purchase.

**CLAIMS FOR DAMAGE**—In case any shipment is received from us in bad condition from the Express Company, fill out the Company's "Received in Bad Order" slip and send it to us at once, together with information as to how water was changed (in the case of Goldfish shipments), and all other details. We will replace such losses by an additional shipment on which charges only are to be paid by you.

**SHIPPING CANS**—Express Shipments of Gold fish are made in special cans at no additional charge for cans provided they are returned immediately by Prepaid Express for which the special return rate now in effect is only 30c per can, from any point in U. S. Very small light cans can be returned cheaper by Parcel Post from near by points. For the duration all sizes of cans used must be returned. Local customers please bring own container or pay deposit on cans.

**TERMS**—All orders must be paid for in full before shipment can be made. We do not ship C.O.D. **REMITTANCE** may be by Postal Money Order, Express Money Order, or by check, and should be made payable to **LAKEVIEW AQUATIC FARMS**. (Stamps or cash may be sent with smaller orders.)

All merchandise is quoted F.O.B. Cincinnati, Ohio, unless otherwise stated. This means that transportation charges are to be paid by customers, except on special items and collections, where it is stated that charges are prepaid by us.

**PRICES**—Our prices are as low as can be quoted for quality merchandise from a reliable concern. By paying the transportation charges you are buying most advantageously, for our prices are determined on this basis, and our central location assures you low delivery costs. *Due to the uncertain conditions prevailing, all prices are subject to change without notice.*

Items marked Postpaid are for delivery in the 48 States of U. S. only.

**CANCELLATIONS**—If any order is cancelled before shipment we will refund balance due after deducting a service charge of 25c for bank charges, postage and office expense.

**NON-WARRANTY**—Lakeview Aquatic Farms makes no warranty, expressed or implied, with reference to any merchandise sold by us, except as to certified size and quality, and that all stock shall be true to name; and our liability in any case shall be limited to the replacement of such items as are short or damaged.

NOTE: PLEASE MAKE CHECKS PAYABLE TO LAKEVIEW AQUATIC FARMS.

WRITE LETTERS ON SEPARATE SHEET.

WE PAY DELIVERY CHARGES IN U. S. ONLY ON CERTAIN ITEMS WHICH ARE MARKED PREPAID OR POSTPAID.

I HEREBY AGREE TO RETURN YOUR SHIPPING CANS PROMPTLY BY PREPAID EXPRESS FOR WHICH I UNDERSTAND THE CHARGES ARE 30C FOR ONE CAN, PLUS 20C FOR EACH ADDITIONAL CAN WHICH I WILL PAY THE EXPRESSMAN.

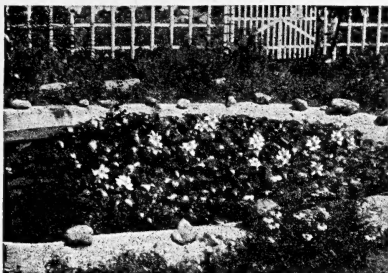
VERY SMALL LIGHT CANS USED FOR SMALL ORDER, MAY BE RETURNED CHEAPER BY PARCEL POST FROM NEARBY POINTS.  
ALL METAL CANS MUST BE RETURNED AS WE CANNOT REPLACE THEM. KINDLY BE PROMPT!  
(DO NOT RETURN BY FREIGHT)

We require this signature on orders for fish for which we use special shipping cans at no extra charge to you if promptly returned.

SIGNED.....

DOMESTIC PARCEL POST RATES		
On Seeds, Plants, Bulbs, Roots, Books, Tools, etc., within the U. S. and Possessions Effective January 1, 1943		
	First pound or fraction	Each additional pound or fraction
Local — Cincinnati, Ohio.....	7c	1c (2 lbs.)
First and Second Zone, within 150 miles of Cincinnati.....	8c	1.5c
Third Zone, within 150 to 300 miles.....	9c	2c
Fourth Zone, within 300 to 600 miles.....	10c	4c
Fifth Zone, within 600 to 1000 miles.....	11c	6c
Sixth Zone, within 1000 to 1400 miles.....	12c	7c
Seventh Zone, within 1400 to 1800 miles.....	14c	9c
Eighth Zone, all over 1800 miles.....	15c	11c

## LAKEVIEW WATER HYACINTHS



The pool shown above is owned by Mr. V. E. Wittig, of Washington, Iowa. Mr. Wittig writes: "We started six of your Water Hyacinths last Spring and had over 100 plants by late Summer. Some days we had as many as 30 blossoms!" This is just one of many similar testimonials on LAKEVIEW WATER HYACINTHS, famous for their vitality and productiveness.

10c each. 6 for 50c. \$1.00 per dozen.\*

\*(Add 30c per dozen if wanted by Parcel Post.)

NOTE—For planting instructions see free circular supplied with all our plants.

The following are tall growing, shallow water plants, which are best for corner or center decorations in pools, or can be used in clumps at edges of ponds or pools. Asterisks indicate depth to plant roots under water: (\*)=water level; (\*\*)>=2 inches under water; (\*\*\*)>=6 inches under water.

All plants listed in this column are hardy.

**WATER CANNIA** (\*\*\*\*)—A very handsome and useful plant with leaves similar to Cannas and with tall spikes of purple flowers which later change to purple seeds. It is quite hardy and does well in water not over 12 inches deep when planted in good soil. Its height of five to seven feet makes it well suited for corner or center decoration. (Hardy.)

35c each.

**CATTAIL** (\*\*\*\*)—An old familiar plant and still a favorite for pool planting. Shallow water and plenty of rich soil will grow these graceful leaves and spikes to 5 feet in height.

2 for 25c. 6 for 50c.

**INDIAN ARROWHEAD** (\*\*\*\*)—Very distinctive leaves shaped like an arrowhead held aloft on a stem from 1 to 3 feet above water. In rich soil and shallow water the plants thrive and are quite hardy. Spikes of snow-white flowers with close yellow stamens add to its attraction.

20c each. 3 for 50c.

**GIANT INDIAN ARROWHEAD** (\*\*\*\*) Similar to above but larger.

35c each. 2 for 50c.

**PICKEREL PLANT** (\*\*\*\*)—An attractive marsh plant with frequently spikes of pleasing purple flowers. Plant in shallow water and it will grow luxuriantly and bloom all summer. Leaves are heart-shaped—about 1 to 2 feet tall. (Hardy.)

35c each. 2 for 50c.

**SWEET FLAG** (\*\*\*\*) Variegated (*Acorus calamus variegatus*)—A choice hardy plant with Iris-like leaves 2 to 3 feet tall, striped green and ivory. Very showy when used in group planting. (Hardy.)

20c each. 3 for 50c

**YELLOW FLAG** (\*\*) (*Iris pseudacorus*)—A tall swamp Iris which likes to grow in wet ground (but not more than 2 inches under water). It produces broad yellow flowers of the Japanese Iris type, and is hardy.

20c each. 3 for 50c

**BLUE FLAG** (\*\*) (*Iris versicolor*)—Swamp Iris. Same as the yellow flag described above, except this variety has blue flowers. Plant same as Yellow Flag. (Hardy.)

20c each. 3 for 50c

**NEW RED WATER IRIS**—A handsome tall-growing Iris with flowers of deep red color. Hardy.—

35c each. 2 for 50c.

### UNDERWATER PLANTS:—

**SAGITTARIA SINENSIS**—Stiff strap-like leaves of dark green color. A large showy plant 6-8" tall. Excellent oxygen producer. Plant under water.

2 for 25c

**SAGITTARIA SUBULATA**—Small growing with stiff grass-like leaves much smaller than *Sinensis*. Excellent oxygenator and good for bottom of aquariums.

6 for 25c

**VALISNERIA**—A grass-like plant, for aquariums. Reproduces with creeping runners, same as *Sagittaria*. Available year round. Fine for tropical fish and all aquariums.

3 for 10c. 40c per dozen

# Shallow Water Plants

## MONEY-SAVING COLLECTIONS

Collection of 10 shallow water plants, representing at least 5 varieties, of our selection.

All choice plants.

Collection No. P1.....

\$1.65

Collection of 20 shallow water plants, representing at least 8 varieties, of our selection.

All choice plants.

Collection No. P2.....

\$2.85

## COLLECTIONS OF OXYGENATING PLANTS

(Available the year round)

No. O1—(Suitable for 5 to 10 gallon aquarium or a very small pool.) Ten choice oxygenating plants and bunches in five varieties and a few of the miniature floating plants added.

Collection No. O1.....

\$1.00

## COLLECTIONS OF SCAVENGERS

Live Bearing Snails, Black Ramshorn Snails or Green Frog Tadpoles\*, 4 for 25c, or 60c doz. Baby Green Turtles 30c each.

Collection No. S3. One dozen Live Bearing Snails and one dozen Black Ramshorn Snails. (24 Scavengers.)

\$1.00

\*NOTE—Green frog tadpoles shipped only with Gold fish due to shortage of cans. Other Scavengers ship safely in moist moss, and in cool weather can be sent Parcel Post.

**WATER HYACINTH**—"The Queen of Aquatic Plants"—Cut shows how plants multiply by runners. The largest selling pool plant in the United States, because best for goldfish to spawn on. Special low prices April to November.

10c each. 6 for 50c

**SHELL FLOWER**—Similar to Water Hyacinths, but rarer and preferring semi-shade and moist atmosphere. Does nicely in pools in summer.

2 for 25c

**ANACHARIS GIGANTIA**—Splendid oxygenator for aquariums, and does nicely without much light.

10c per bunch. 6 for 50c

**CABOMBA**—This is the best known of all aquarium plants and is now available the year round. The plant is related by Goldfish and many Tropicals and helps keep them in good condition.

10c per bunch. 6 for 50c

**CRYPTOCORYNE**—This is one of the rarer underwater plants suited to aquariums. It will grow in deep shade, and is well suited to indoor use, hence highly recommended for aquariums and very decorative. Under water plant.

25c each.

**WATER POPPY** (\*\*\*\*) (*Hydrocleis nymphoides*)—A dainty rooted plant which sends up floating leaves and bears yellow flowers similar to the California poppies. Plant in shallow water same as a small water lily. Water Poppy can also be used for inside aquariums if planted in small pots, but develops better outdoors. (Not hardy in Northern States.)

2 for 25c. \$1.20 per dozen.

**PARROT FEATHER** (\*\*\*\*) (*Myriophyllum prosperipinacoides*)—A species of *Myriophyllum*, good for aquariums or pools. Leafage above and below water. In pools, plant at the edge in very shallow water, so its long runners will give beautiful coverage. Available April 15 to November 15. Must be planted at once on receipt. (Hardy.)

Furnished in bunches, 2 for 25c.

**CREeping WATER HYACINTH** (\*\*\*\*)—A vine of entirely different habit from the regular Water Hyacinth, and a steady bloomer with dark purple flowers similar to the regular Water Hyacinth and with similar dark green glossy leaves. Available May 15 until frost. (Not hardy in Northern States.)

35c each.

**UMBRELLA PALM** (\*) (*Cyperus alternifolius*)—This is the old favorite Umbrella Plant. A well-known shallow water plant used mainly for pools. These are choice Greenhouse Grown Plants from 2½-inch pots. Will grow very large during the Summer, but must come in for Winter

20c each.

**PAPYRUS** (\*)—This is the ancient Egyptian Paper Plant of historical legend, from which the Egyptians first manufactured paper, which they called "Papyrus." It is similar to Umbrella Palm, but grows to be much larger. (Not hardy up north.)

25c each.

## MONEY-**SAVING** COLLECTIONS OF HARDY WATER LILIES

### "BEGINNERS" COLLECTION No. L1

Odorata, Chromatella, and W. B. Shaw. Three hardy lilies, a white, a yellow, and a pink.

**\$2.95**

*Special Price for Collection.*

### "RED AND GOLD" COLLECTION No. L2

**ATTRACTION**—Best Hardy Red.

**SUNRISE**—Hardy Yellow.

**\$3.95**

*Special Price for Collection.*

### "RED, WHITE AND GOLD" COLLECTION No. L3

**JAMES BRYDON**—Choice Hardy Red

**GLADSTONE**—Choice Hardy White.

**CHROMATELLA**—

Choice Hardy Yellow.

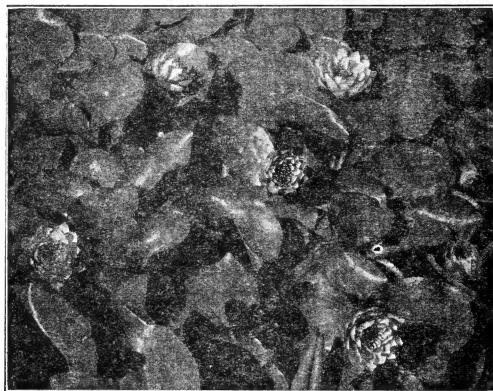
**\$4.95**

*Special Price for Collection.*

*Shipping Weight 4 lbs. per collection. Add postage.*

## GOLDEN ANNIVERSARY OFFERS

*for Your Goldfish Pool*



**JAMES BRYDON**—A beautiful dark red Hardy, characterized by its lovely cup-shaped flowers and rounded buds. Leaves are dark red-green. Photographed at "LAKEVIEW."



# Lakeview



# Fish Foods

Lakeview Five Fishes Brand Fish Foods contain the best ingredients obtainable and are carefully packed. You can use Lakeview fish foods with the satisfying knowledge that you are not only giving your fish the best food

obtainable, but that you are saving money because of the generous size modern packages and the low prices at which it is sold. So ask for "Lakeview Foods" and treat your goldfish well!

### NEW PACKAGES—GENEROUS SIZES

Note: Orders for foods only must total 50c or more, and must include additional funds for postage.

#### WAFFER FOOD

Large Size—18 wafers..... **.10**

#### NATURAL FISH FOOD WITH SHRIMP

Big 2-oz. Shaker can..... **.10**

#### NATURAL GOLDFISH FOOD FOR POOLS

Giant 1/4-pound size ..... **.25**

#### NATURAL GOLDFISH FOOD FOR POOLS

Super Giant 3-pound size..... **1.00**

#### PURE DRIED SHRIMP

1-oz. Shaker can ..... **.10**

#### PURE DRIED SHRIMP

5-oz. Shaker can ..... **.35**

#### TROPICAL & BABY GOLDFISH FOOD

1 1/4-oz. Shaker can ..... **.10**

**TURTLE & NEWT FOOD.....10c**